

Canadian Radio-television and
Telecommunications CommissionConseil de la radiodiffusion et
des télécommunications canadiennes

Canada

**News Release**

January 26, 1995

**NO EXTRA COST TO CABLE SUBSCRIBERS, PREDOMINANT USE OF
CANADIAN CREATIVE RESOURCES: KEY CONDITIONS FOR EXEMPTING
TELESHOPPING SERVICES FROM LICENSING**

OTTAWA/HULL -- The CRTC today announced that it will exempt operators of new teleshopping programming services from the need to hold a license from the Commission, provided they satisfy a basic set of ground rules (Public Notice CRTC 1995-14). Today's majority decision follows a call for public comments on whether or not the Commission should grant such an exemption and, if so, under what conditions (Public Notice CRTC 1993-172).

Under the *Broadcasting Act*, the CRTC may exempt specific classes of services when it is satisfied that to impose licensing and other requirements would not materially contribute to the implementation of the broadcasting policy set out in the Act. In the case of teleshopping services, the Commission has established basic exemption criteria designed, among other things, to lessen their impact on the viewership of conventional television and specialty services. Any undertaking that does not meet all of the applicable criteria continues to require a licence from the CRTC.

The exemption criteria established today by the Commission include the following stipulations:

- the programming is restricted to the offering of goods or services for sale;
- the teleshopping service is provided to cable companies and other television programming distributors at no cost;
- the programming originates in Canada and the service makes predominant use of Canadian creative and other resources;
- the programming must comply with established industry codes on advertising to children, gender portrayal, and depiction of violence in television programming, as well as with other requirements that apply to licensed broadcasters, such as those pertaining to the advertising of alcoholic beverages and the broadcast of commercial messages to which the *Food and Drug Act* applies;
- the undertaking must include, every half-hour, a clear and prominent written and oral announcement that the programming is intended to sell or promote goods and services;
- no programming of a religious or political nature may be broadcast;
- all technical requirements of the Department of Industry, Science and Technology have been met.

The CRTC expects that any person operating a teleshopping channel will offer a service of high standard. It may, at any time, revoke today's exemption order or amend the exemption criteria if it deems it necessary.

Cable TV systems may distribute the teleshopping services of exempt undertakings without further authorization. These services, however, cannot displace any licensed broadcasting services.

Commissioners Garth Dawley, Edward A. Ross and Sally Warren dissented on today's ruling.

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Copies of today's public notice and exemption order are available through the public examination room at any of the following CRTC offices:

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